

NEWPORT COUNTY CONVENTION & VISITORS BUREAU

BOARD OF DIRECTORS MEETING

TUESDAY, September 11, 2007

12:00PM

Held at the Gateway Information Center

3rd Floor Meeting Room

MEETING MINUTES:

The meeting was called to order at 12:15p.m. by Chairperson Jeanne Marie Napolitano.

BOARD MEMBERS IN ATTENDANCE WERE:

Chairperson Jeanne Marie Napolitano, Mark Stenning, Len Panaggio, Susan Samson, Karen Oakley, Laurie Stroll, Shirley Mello, Donna Kohler, Pieter Roos, Charron Reed, Rocky Kempenaar, Greg Fater

BOARD MEMBERS ABSENT & EXCUSED WERE:

Brian Moore, Katie Wilkinson

STAFF PRESENT WAS:

Evan Smith, Kathryn Farrington, Debbie Gatta, Cathy Morrison, Tim Walsh, Ellen Crawley

MEMBERS OF THE PUBLIC IN ATTENDANCE:

None

I. PREVIOUS MEETING MINUTES:

The previous meeting minutes for August 21st were reviewed. A motion to accept the minutes was made by Greg Fater and seconded by Mark Stenning. The motion passed unanimously.

II. TREASURER'S REPORT & FINANCE COMMITTEE REPORT:

The financial report for June was read by Mark Stenning. City Bed Tax for June, 2007 was up 10.14% and Regional Bed Tax was up 9.95 % for a combined YTD. growth of 10.10%. Mark reviewed the revenues and receivables for the month of August, 2007. Mark reported it was time for the Finance Committee and any interested board members to review the financial audit. The Finance Committee will meet with the auditors at the end of September. A motion to accept the treasurer's report and Finance Committee report was made by Susan Samson and seconded by Charron Reed. The motion passed unanimously.

III. STAFF REPORTS:

A. CONVENTION & TOURISM:

Tim Walsh, Vice President of Sales reported that our sales figures reflected in the current report are not accurate and will be corrected in next month's report because of the problem with data entries with our new software. ASAE was held in Chicago, IL August 11-14th. The NCCVB in co-op with Hyatt Regency and Hotel Viking at this trade show. Sixty-five meeting planners visited. The show offered networking and educational opportunities. The NCCVB visited Maryland to conduct sales calls. Maryland tour operators conduct a good amount of business in Newport County and offered positive feedback on their tours of Newport. The Annual Familiarization Tour for meeting planners held last month was the largest one the NCCVB has ever conducted.

Bookings were down and the number of room nights was down for August. As for the number of leads they were up compared to last year at this time.

Business booked for August was from numerous organizations resulting in 7632 total room nights with an economic impact of

\$567,820.00.

The number of Tour Operator leads was down compared to last year's numbers in

August. The number of room nights was up compared to last year at this time. Travel leads were down compared to last year in August.

B. MARKETING:

Kathryn Farrington, Vice President of Marketing, reported on the Winter Package Program for the corporate market showcasing Newport in the winter months. Incentives including Spa Treatments, Destination Newport Coupon Books and other amenities will be offered to meeting planners who plan a meeting during November 12th through the end of April. Participation in the 2nd Annual Newport Restaurant Week, November 4th-10th, is moving along well receiving applications on a daily basis. Wine tasting, culinary demonstrations, gluten free, vegan menus, etc. are new addition's to the event. The NCCVB along with the International Boat Show (9/13-9/16) will be hosting a Media Familiarization Tour with three Media Journalists this week. Packets have been mailed to now expand advertising on the YourNewportWedding.com website outside of Newport County. The next Marketing Meeting will be on Wednesday, September 26th at Norman Bird Sanctuary.

C. OPERATIONS:

Cathy Morrison, Vice President of Operations reported a sand sculpture has been constructed for display, on the first floor in the information center, for the duration of the International Boat Show, September 13 – 16th. For the first time all the outside window advertising are full. The NCCVB won 2nd prize in the Newport in Bloom contest for the outside containers. Preparation for cruise ship arrivals is taking place as a large number of ships will be arriving Sept. & Oct. The Accommodation Desk has been a huge success and Cathy is hoping that in the future reservations can be made as well.

D. PRESIDENTS REPORT:

Evan Smith, President & CEO reported the Rhode Island Department of Economic Development has commissioned “Global Insight” to do a report on travel research. A draft was handed out for review. Evan will be working on this research project. Global Insight will be invited to present the completed report to the Board of Directors. He also presented an article from the Providence Journal regarding the expansion of Foxwoods and Mohegan Sun to inform the board of

changes with these two casinos.

IV. COMMITTEE REPORTS:

A. GOVERNANCE REPORT:

Resumes have been received for the vacant seat left by the resignation of Lisa Gross on the Board of Directors, 3 candidates at this time. Greg Fater proceeded to thank Jeanne Marie Napolatano for her service on the Board of Directors, since she will no longer be Chairperson after September 26th.

B. HUMAN RESOURCES:

Pieter Roos referred to the need to discuss Evan Smith's compensation and feels it would be more appropriate to meet without Evan present. Pieter recommends the Finance Committee and Human Resource Committee meet regarding Evan's contract.

MEDIA PLACEMENTS:

ABC 6 Television, Rhode Island Monthly

INFORMATION CENTER:

The total number of visitors to the Information Center for August,

2007 was 137,214, down 18.56 % from last August, 2006. The total number of visitors to the Information Center for the year is 477,789, up 8.14% compared to last year at this same time. The main source of visitors still comes from New York, Massachusetts, Connecticut, New Jersey and Rhode Island.

V. UNFINISHED BUSINESS:

Evan Smith stated he did respond with a letter to an unfavorable article that was discussed at last month's board meeting.

VI. NEW BUSINESS:

Pieter Roos raised the point that the board currently cannot prevent a chairperson from being removed by a municipality. He suggested that the new Chairperson be decided on among the board appointed positions and that the Board of Directors should have choice of leadership and time of which change should take place. Recommend further discussion by Governance Committee and board members.

VII. ADJOURNMENT:

A motion was made to adjourn by Shirley Mello and seconded by Rocky Kempenaar. It passed unanimously and the meeting adjourned at 1:15pm. The next NCCVB board meeting will be Thursday, October 11th at the Gateway Visitors Center, 3rd floor

meeting room.